



## Marketing for new yoga teachers

Tuesday 15 September, 2009

Here's an enterprising concept. A new company, [Yoga with.....](#), promises to help new yoga teachers get to grips with the time-consuming, often bewildering tasks of marketing, advertising and organising a website.

Founded by yoga teacher Stephanie Ratcliff, the idea for the new business came after she was constantly asked for advice on these subjects from newly qualified yoga teachers.

Ratcliff says: 'I wanted to find a way of helping all these new, inexperienced teachers. I remembered what it was like to be starting out: you can feel isolated and unprepared.'

'Teaching a class for the first time is stressful enough without having to think about how you're actually going to get students in the door!'



Stephanie herself built up her yoga teaching business from one class a week to full time, in the space of a year, and has more demand than she can fulfil by herself.

She now aims to pass on the marketing PR advice she learned to others, through [Yoga with.....](#). In return, members pay a joining fee, plus monthly charge.

There are a myriad of yoga teaching training courses now on the market - and not all, by any means, touch on, let alone cover in depth, the all-important subject of how new teachers market themselves.

Yoga and business are often viewed as somehow incompatible disciplines - yet every yoga teacher needs to have at least an elementary understanding on the importance and process of marketing his or her classes, both on and offline.

Yoga may be an ancient, at times high-minded, practice - yet those who teach it live in the same, fast-paced, competitive world, as everyone else. Business and marketing skills are essential to the survival of every company, no matter how small.

In principle, a company offering detailed, practical advice in this area has much to recommend it.

Anyone interested in more details should see [www.yogawith.com](http://www.yogawith.com) or contact Stephanie at [enquires@yogawith.com](mailto:enquires@yogawith.com). Alternatively, call her on 07780 601381.

**Lucia Cockcroft, editor**

## Asana of the Month



**Navasana (Boat pose)**



## Yoga Bites

Does a yoga practice make life easier?

A thought-provoking extract from Donnah Farhi's book, *Bringing Yoga to Life*.

[more](#)

## Wellbeing

Winter Wellbeing: staying balanced with Ayurveda

Yoga teacher and Ayurveda specialist Joanna Johnston offers some tips for optimum Winter wellbeing.

[more](#)

## Yoga Travel

Christmas/New Year yoga retreats, 2009/2010

Hoping to escape the festive season for a yoga retreat in the UK or further afield? We take a look at some options.

Autumn/Winter yoga retreats, 2009/10

Searching for a yoga retreat this Autumn/Winter? Look no further!



## YA Shop

- Yogifeet Mat Sprays (4)
- Mats (12)
- Yoga Mat Bags (7)
- Yoga Kits (7)
- Clothes (10)
- Accessories (10)
- Candles and incense (6)
- Gift Cards (5)
- Teas (13)
- Wellbeing (12)

